



# Mikki Phan

## User Experience Researcher

- Location:** San Jose, CA, USA
- Email:** MikkiP@gmail.com
- Mobile:** 650-237-9966
- Website:** [www.mikkiphan.com](http://www.mikkiphan.com)

### Summary & Objective

I'm a researcher with an educational background in human factors psychology. I have previous experience in designing and programming; and experience in conducting research in diverse domains such as artificial intelligence, machine learning, usability, vision, aging, hardware, and video games. I have a love for learning, solving complexities, and connecting with people on a personal level. I am well versed in conducting a variety of qualitative and quantitative research (e.g., interviews, diary study, surveys, statistical analysis).

### Relevant Skills



#### UX Methods

- |                        |              |
|------------------------|--------------|
| Diary Study            | Survey       |
| Usability Testing      | Interviews   |
| Heuristic Evaluation   | Wireframing  |
| Cognitive Walkthrough  | Prototyping  |
| Requirements Gathering | Eye Tracking |
| Comparative Benchmark  | Card Sorting |
| Contextual Inquiry     | Ethnography  |



#### Software

- |             |              |
|-------------|--------------|
| Dreamweaver | Axure        |
| Qualtrics   | Morae        |
| Photoshop   | Tobii Studio |
| Flash       | Movie Maker  |
| InDesign    | iMovie       |
| Acrobat     | SPSS         |
| Illustrator | Loop11       |



#### Programming

- |        |              |
|--------|--------------|
| X/HTML | C/C++        |
| CSS    | OpenGL       |
| PHP    | MATLAB       |
| R      | Actionscript |



#### Languages

English, Vietnamese; Spanish

### Education

#### Ph.D. in Human Factors Psychology | May 2015

Wichita State University, Wichita, KS \*HFES Accredited  
Cumulative GPA: 3.98/4.00; Major: 4.0/4.0

#### M.A. in Human Factors Psychology | May 2012

Wichita State University, Wichita, KS \*HFES Accredited  
Thesis: Training Older Adults to Improve Their Contrast Sensitivity: A Possible or Impossible Task?

#### B.A. in Psychology | May 2008

Wichita State University, Wichita, KS  
Cumulative GPA: 3.8/4.0; Major: 4.0/4.0

Minors: Sociology, Women's Studies; Chemistry

Honors student that graduated magna cum laude.

### Relevant Work Experience



#### Research

**User Experience Researcher | Mar 2017 - Present**  
Google, Inc. | Sunnyvale, CA, USA

Conduct research for Google Cloud, focusing on artificial intelligence and machine learning.

**User Experience Researcher | Jan - Mar 2017**

Alphabet, Inc. | Mountain View, CA, USA  
Led research efforts for Fiber TV (Fiber core services).

**User Experience Researcher | June 2015 - Dec 2016**

Google, Inc. | Mountain View, CA, USA  
Led foundational and evaluative research for the following products within Google Analytics: Firebase Analytics, Data Studio; mobile app and Assistant.

**Graduate UX Researcher | August 2009 - May 2015**  
Software Usability Research Lab, Wichita, KS, USA

Led and collaborated with numerous teams in conducting usability tests, heuristics/expert review; requirements and information gathering on hardware, software, mobile devices, websites; voice recognition technology for fortune companies e.g., Microsoft, Dell, Textron, and Honeywell.

**User Experience Research Intern | May - Aug, 2014**

Google, Mountain View, CA, USA

**Design Research Intern | May - Aug, 2013**

Motorola Mobility, Sunnyvale, CA, USA



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## Relevant Work Experience



### Design

**Web Developer I Jan 2012 - Dec 2014**

**Software Usability Research Lab, Wichita, KS, USA**

Redesigned and managed the [www.surl.org](http://www.surl.org) website. Developed and directed the social media campaign to bring more Internet exposure to the website. The new website coupled with the social media campaign have resulted in over 300% increase in the number of subscribers within 6 months after the new design and social media campaign implementation.

**Contract Designer I 2010-2011**

**Wichita State University, Wichita, KS, USA**

Conceptualized and implemented the kiosk interface for a pediatrics clinic operated by Kansas University School of Medicine and Wesley Medical Center. Created four versions of a breast cancer website for research and eye tracking purposes.

**Webmaster / Web Manager | 2006-2008**

**Wichita State University, Wichita, KS, USA**

Managed the websites of two federal TRIO programs at Wichita State (McNair Scholars Program and Student Support Services). Designed and coded website layouts for the McNair Scholars Program. Updated website content, performed weekly/monthly website maintenance, and ensured the two programs' website follow and meet the university's website standards.

**Freelance Web/Graphic Designer I 2000-2005**

**Wichita, KS, USA**

Designed and built websites; produced various graphic materials (e.g., posters, banners, invitations) for a number of clients using Flash, Photoshop, InDesign, X/HTML, and CSS.

## Other Work Experience



### Teaching

**Research Methods I 2011-2014**

**Wichita State University, Wichita, KS, USA**

Covered the lecture portion and practical applications (lab) of psychological research methods and methodology (PSY 311). Instruction included how to write in APA style, construct an IRB form, collect data, run analyses, compile a journal-worthy research document, and present research in an academic setting. Analyses covered were descriptive statistics, correlation, chi-square, t test, and ANOVA.

**Sensation & Perception I Fall 2010**

**Wichita State University, Wichita, KS, USA**

Covered the basic anatomy and physiology of different sensory systems and the role experience plays in perception (PSY 409).



### Other

**Contract Specialist I 2010-2012**

**Larksfield Place, Wichita, KS, USA**

Assisted with collecting and entering physical fitness and cognitive assessment data for older adults living at Larksfield Place on Functional Fitness Days. Part of a three-member team that developed and taught a cell phone usage workshop to older adults.

**Tutor I 2005-2008**

**Wichita State University, Wichita, KS, USA**

Advanced Level Tutor certified by the College Reading and Learning Association (CRLA). Assisted first generation and low-income college students in math and Spanish courses. Improved students' grades and raised self-esteem. Provided peer leadership and mentoring to new tutors.

## Achievements



### Honors & Awards

**2nd Place** Poster Division | 2013 Graduate Research & Scholarly Projects Symposium

**Winner** | 2010 Chambers Human Factors Award

**3rd Place** Poster | 2010 Regional Institute of Aging

**Fellowship Recipient** | 2009-2011 McNair Scholars

**3rd Place** Poster | McNair 2007 Research Symposium



### Volunteers

**Student Volunteer** at the Annual Human Factors & Ergonomics Society (HFES) Conference | 2011-2013

**Secretary & Webmaster** of the Wichita State HFES Chapter | 2009-2010

**Web Developer** of Psi Chi | 2007-2009

**Secretary/Treasurer** of Tutoring Association I | 2007-2008



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## Selected Publications & Presentations



### Publications

**Phan, M. H.**, Keebler, J. R., & Chaparro, B. S. (2016). The Development and Validation of the Game User Experience Satisfaction Scale (GUESS). *Human Factors*, 58(8), 1217-1247.

Chaparro, B. S., **Phan, M. H.**, Siu, C., & Jardina, J. R. (2014). User performance and satisfaction of tablet physical keyboards. *Journal of Usability Studies*, 9(2), 70-80.

**Phan, M. H.**, & Chaparro, B. S. (2013, September). User perceptions of Facebook games. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting* (Vol. 57, No. 1, pp. 1460-1464).

Jardina, J. R., **Phan, M.**, Nguyen, D., & Chaparro, B. S. (2012, September). Gender differences in first impressions of Web pages: The role of attractiveness, complexity, and brightness on perceived design quality. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting* (Vol. 56, No. 1, pp. 1604-1608).

**Phan, M. H.**, Jardina, J. R., Hoyle, S., & Chaparro, B. S. (2012, September). Examining the role of gender in video game usage, preference, and behavior. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting* (Vol. 56, No. 1, pp. 1496-1500).

**Phan, M. H.**, Jardina, J. R., Jansen, S. D., & Chaparro, B. S. (2012). Olympics 2012 goes mobile: Who wins the gold for best app? *Usability News* [[online link](#)]

**Phan, M.**, & Teves, J. (2011). Comparing the highlight feature on e-Readers: Kindle vs. Nook. *Usability News* [[online link](#)]

Chaparro, B., Nguyen, B., **Phan, M.**, Smith, A., & Teves, J. (2010). Keyboard performance: iPad versus Netbook. *Usability News* [[online link](#)]

**Phan, M.**, & Chaparro, B.S. (2008). Examining website accessibility among the disabled population. *McNair Scholars Journal*, 12, 49-52.



### Presentations

**Phan, M. H.**, Jibo, H., & Chaparro, B. S. (2014). Can You judge a video game by its cover? An exploration of subjective impressions and viewing patterns. Poster session presented at 10th Annual Graduate Research and Scholarly Projects Symposium, Wichita, KS.

**Phan, M. H.**, & Chaparro, B. S. (2013). User perceptions of Facebook games. Poster session presented at 57th Annual Meeting of the Human Factors and Ergonomics Society, San Diego, CA.

**Phan, M.**, & Chaparro, B. (2013). User perceptions of Facebook games. Poster session presented at 9th Annual Graduate Research and Scholarly Projects Symposium, Wichita, KS.

**Phan, M. H.**, Jardina, J. R., Hoyle, S., & Chaparro, B. S. (2012). Examining the role of gender in video game usage, preference, and behavior. Poster session presented at 56th Annual Meeting of the Human Factors and Ergonomics Society, Boston, MA.

Jardina, J. R., **Phan, M.**, Nguyen, D., & Chaparro, B. S. (2012). Gender differences in first impressions of Web pages: The role of attractiveness, complexity, and brightness on perceived design quality. Poster session presented at 56th Annual Meeting of the Human Factors and Ergonomics Society, Boston, MA.

**Phan, M.**, Haist, B., & Chaparro, B. (2012). Let the games begin: Video game usage patterns among current video gamers. Poster session presented at 8th Annual Graduate Research and Scholarly Projects Symposium, Wichita, KS.

**Phan, M.**, & Rui, N. (2011). Training older adults to improve their contrast sensitivity: A possible or impossible task? Paper session presented at Vision Sciences Society 11th Annual Meeting, Naples, FL.

**Phan, M.**, & Chaparro, B. (2008). Examining website accessibility among the disabled population. Poster session presented at 10th Annual Texas National McNair Scholars' Research Conference, Denton, TX.